Memorandum

Date: October 13, 2009
To: Dr. Reese
From: Eric Barr
RE: Digital Library Research

During this assignment I am expecting to gain valuable research knowledge and also gain some insight on demographics associated with my particular topics of interest. The portion of library research will hopefully make using the library as a resource much easier for me. I am also looking forward to learning more demographic information about my community.

1. Upon conducting my first search find out which age groups most identified with the agriculture/forestry/fishing/hunting lifestyle I found that the 55-59 category yielded the highest index number. I then used this result to find the index number of people in this group compared to certain magazines that I assumed would be relevant to the lifestyle. I found that the index scores in the second search were much higher and that the media that I thought would be related clearly was. The greatest result was for North American Fisherman which had an index of 241 among people 55-59 years old who associated with the agriculture lifestyle. Every outdoor magazine returned high index numbers with this age group.

2. The top ten lifestyles for the St. Clair County area are as follows:
   - Hunting/Shooting-162
   - Recreational Vehicles-154
   - Boating/Sailing-153
   - Motorcycles-139
   - Own a Vacation Home/Property-137
   - Bicycling Frequently-137
   - Casino Gambling-134
   - Vegetable Gardening-131
   - Flower Gardening-124
   - Own a Dog-122

   The lifestyle here would generally meet my expectations for the most part. The only item on the list that doesn’t seem very relevant to me would be the own a vacation home index. I think this is because the survey is done for the county adjacent to me and it borders a suburban area. There are likely many more wealthy people near the outskirts of this county as compared to the county that I live in. I also found that the outdoors contained indexes all above 100 and the lowest index number belonged the using an Apple/Macintosh.


3. The nearest daily newspaper publisher for my area is the Port Huron Times Herald of Port Huron, Michigan. The circulation of the paper 25,386 on weekday evenings, 26,926 on Saturday evenings, and
34,174 on Sundays. The nearest large retail areas are the Birchwood Mall with 100 stores and the Colonial retail center with 22 stores. Transportation options include the Amtrak train station, the Blue Water Area Transit bus route, and Detroit Metro Airport when flying.


3. Two relevant indexes for my career interest were Agricola and Agris.


5. Two relevant professional journals for my career interest were Agriculture, ecosystems & environment, and the Journal of Sustainable Agriculture.


In conclusion, this exercise taught me some very good research methods and tools by using databases rather than simple random Google searches. The databases turn up much more relevant and quality material. It also gave me a good look into the importance of demographics and how they affect the marketing and advertising schemes of many companies.